

Affirmative Fair Housing Marketing Plan Checklist

Property Management Company:

Property Name:

APN#:

Date Reviewed:

***AFHMP must be completed in it's entirety but NCHFA only notes the components below**

Required Content	Affirmative Fair Housing Marketing Plan Requirement	Completed by Owner/Agent		Completed by NCHFA	
		Where is this in the AFHMP? Page#, Section#, Section Title		is it OK? Yes, No, NA, or NI	Comment/Corrective Action Needed
1a	Is the Property Name, address, & county where located identified?				
1c	Does number of units match number of units noted in RCRS?				
1d	Verify Census Tract is correct - http://factfinder2.census.gov/main.html				
1f	Does Management Agent match information in RCRS?				
1g	Does Owner match information in RCRS?				
1i	To whom should questions regarding AFHMP be addressed?				
2d	When will advertising begin for new properties? Is this at least 90 days prior to construction or substantial rehabilitation?				
3a	Demographics of the Project and Housing Market Area - Is Worksheet 1 completed and submitted?				
3b	Is Targeted Marketing Activity supported by information from Worksheet 1?				
4a	Is the Owner requesting a residency preference? If so, is this noted in the Tenant Selection Plan? Is Worksheet 2 completed?				
4b	Is Worksheet 3 completed to show use of community contacts to market property?				
4c	Is Worksheet 4 completed to describe proposed methods of advertising to be used to market to those least likely to apply? Are copies of advertisements, brochures, etc. included?				

Affirmative Fair Housing Marketing Plan Checklist

Property Management Company:

Property Name:

APN#:

Date Reviewed:

***AFHMP must be completed in it's entirety but NCHFA only notes the components below**

Required Content	Affirmative Fair Housing Marketing Plan Requirement	Completed by Owner/Agent		Completed by NCHFA	
		Where is this in the AFHMP? Page#, Section#, Section Title		is it OK? Yes, No, NA, or NI	Comment/Corrective Action Needed
5a	Has management noted where the Fair Housing Posted will be posted?				
5b	Has management noted where the AFHMP will be posted and available for public inspection?				
5c	Has management provided a copy of the Project Sign and is the HUD approved Equal Housing Opportunity logo, slogan, or statement displayed in a conspicuous position?				
6	Is the evaluation process to be used to determine if marketing efforts have been successful in attracting those lease likely to apply, how often this determination will be made, and how decisions about future marketing will be based on the evaluation process?				
7	Process on how staffed are trained on AFHMP and Tenant Selection noted?				
9	Is the Owners and Agent's Signature, Date, and Title Validating the Plan included?				